



10656917 - GAU: 3822
11/11/07
3629

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-55 (GP-143-00-US)**

Applicants: **Brian AXE, et al.**

Serial No.: **10/656,917**

Filing Date: **September 5, 2003**

Title: **IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS**

Examiner: **Not yet assigned**

Group Art Unit: **3629**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due. If, however, an

Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(c)(2) in the alternative. The Office is authorized to charge the fee of \$ 180.00 and any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: March 2, 2007

John C. Pokotylo
John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
620 Tinton Avenue
Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on March 2, 2007 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo
John C. Pokotylo 36,242
Reg. No.

